

Leadership & Culture: Building a High-Performing Medical Practice

Lessons from SWAT Applied to Private Practice

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Teamwork Under Pressure

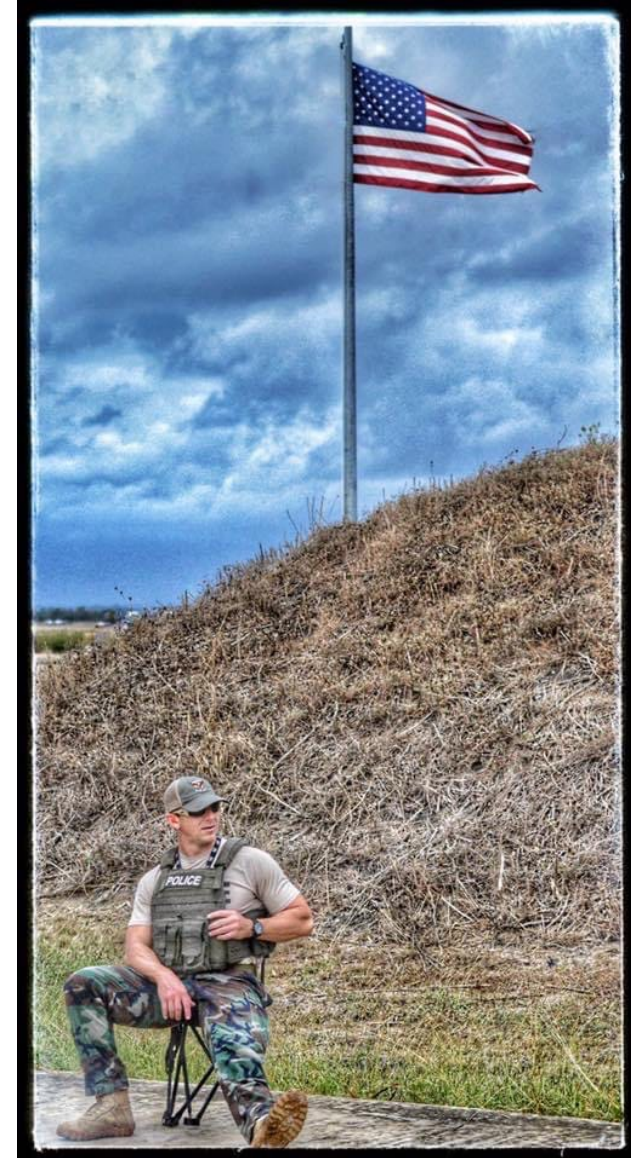
Success
depends on
training, trust,
and teamwork



From SWAT to Healthcare

Not Exactly the Career Plan

- 30+ years in law enforcement
- 10 years as SWAT Team Sergeant
- Now practice manager in healthcare
- Germophobe + Fear of wheelchairs



Your Team IS the Patient Experience:

Patients Judge the Entire Practice

- Set the tone early on in training
- Expectation and tone start from the top
- Front desk = first impression
- Efficiency = perceived competence
- Every interaction builds (or erodes) trust



Culture Is Built Intentionally

High-Performing Teams Don't Happen by Accident

- You are creating a culture- positive or negative
- Without intention, culture defaults to “just a job”
- Leadership defines whether staff feels like employees or team members
- Clear expectations create alignment
- Standards must be modeled, not stated



Authority vs Trust

Titles Give Authority - Behavior Earns Trust

- Staff trust must be earned
- Respect goes both directions
- Invest in your team
- Be present and approachable
- Relationships strengthen trust and teamwork



Lead by Example

Your Behavior Sets the Tone

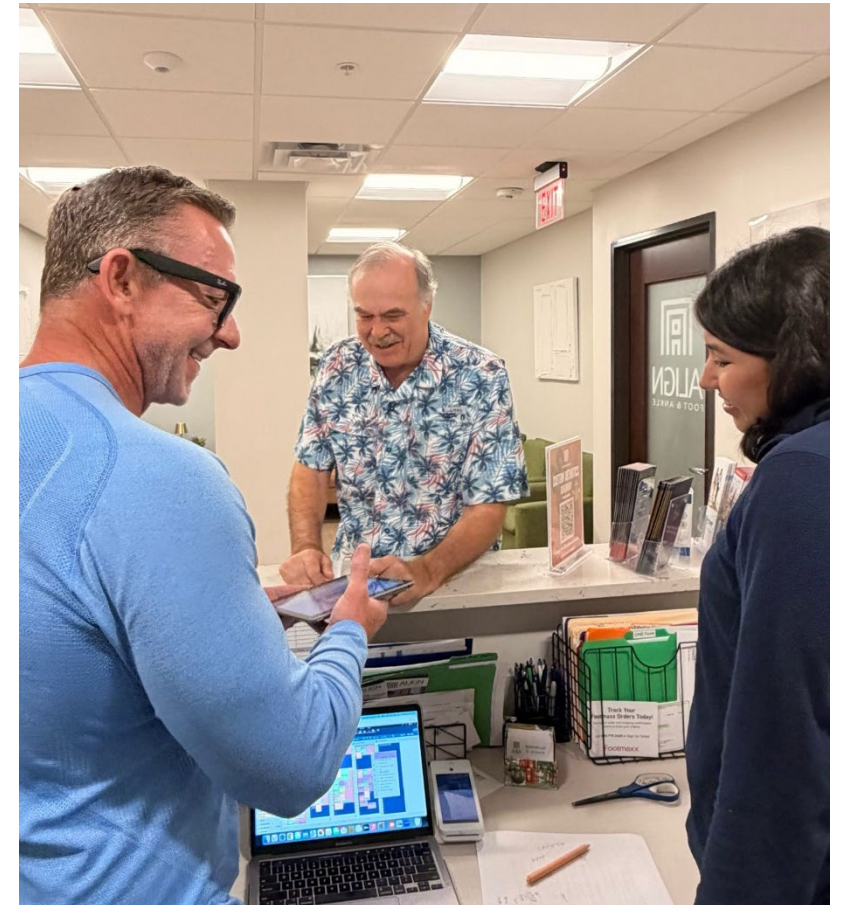
- How you handle stress
 - Own mistakes quickly and visibly
- How you treat staff
 - You are developing leaders not just staff
- How you treat patients
 - Your team will not care more than you do
- Trust builds confidence, ownership and growth



Protecting the Culture

One Toxic Person Can Derail the Practice

- Negativity spreads quickly
- Patients sense tension immediately
- Avoiding conflict enables dysfunction
- Culture is defined by what you tolerate



Strong Culture Improves Efficiency

Less Chaos, More Flow

- Staff have each other's backs to keep clinic flow moving
- Shared mission → The Patient
- Communication essential for efficiency
- Efficient clinics improve outcomes and revenue and reduce physician stress



Strong Culture Builds Patient Trust

Trust Drives Acceptance & Loyalty

- Patients spend more time with staff than physician
 - Most reviews focus on staff interaction
- Consistent modeling and message shape daily interactions
- Higher treatment acceptance
- More referrals & reviews



Strong Culture Increases Revenue

Not Through Pressure – Through Trust

- High-functioning team is your greatest asset
- Business outcomes follow culture, not marketing
- Offering valuable options grows the practice
- Keep financial conversations simple and consistent
 - Presented by the doctor
 - Accepted by the patient
 - Self pay contracts and treatment packages already prepared and ready to sign
- Streamlined systems improve acceptance and conversion
- Simplicity builds trust and profitability



How to Start Improving Monday

Practical Action Steps

- Clarify expectations for staff
- Identify leaders in your team
 - Task them with roles and responsibilities
- Model the behavior you want
- Address problems early
- Invest in training
- Recognize positive performance



Closing

Your Team IS Your Success

- Your practice reflects your leadership
- Strong leaders remain self-aware and open to growth
- Identify gaps and commit to improvement
- Culture determines outcomes – clinical and financial

**Clinical excellence builds reputation.
Team culture builds a thriving practice.**



Thank You

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